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## **THE GENTLE BARN BOOSTS CSR IN NATURAL PRODUCTS SECTOR**

### *The Gentle 12 Program Launches with GoodBelly (NextFoods, Inc.)*

Santa Clarita, CA (February 2017) – In 2014, **The Gentle Barn** started a critically important and incredibly unique Gentle 52 program that introduced innovative, nature-based companies and their sustainable, cruelty-free products to a local and global audience who are dedicated to the mission of The Gentle Barn Foundation. As of 2017, The Gentle Barn has launched a new program, **The Gentle 12**, to connect their corporate partners to their supporters and the general public in order to build a long-term, meaningful relationship with organizations working to improve the world.

The mission of the Gentle 12 program is to partner with and promote each company's commitment to building a healthier planet in a unique and significant way that differentiates and creates a lasting impact through Corporate Social Responsibility (CSR). CSR is the process of assessing an organization's impact on society and evaluating what their responsibilities are to the community.

"In today's turbulent, ever-changing world, enhancing a company's positive impact on the community is so important," says Jay Weiner, Co-Founder of The Gentle Barn. "The companies we elect to partner with, celebrate, and promote to our followers, like NextFoods, producers of GoodBelly, are passionately dedicated and actively committed to improving the world and the health of their consumers. The Gentle 12 program was established in order to elevate Corporate Social Responsibility in the natural products sector and forge an economic model based on sustainable and ethical standards towards all living beings and the planet."

The Gentle 12 program highlights each Corporate Sponsor through effective social media outreach, in an effort to actively showcase the company and their products and services, to an enthusiastic and engaged audience. The Corporate Sponsor will be exclusively spotlighted for an entire month as an ambassador of the Gentle 12 Corporate Sponsorship Program and promoted as a leader in Corporate Social Responsibility (CSR). The Gentle 12 program is more than an effective alternative to traditional methods of marketing and advertising, it is the dedication to establishing an ecosystem of forward thinking businesses and organizations committed to raising public awareness of conscious consumerism, whereby the power of money is directed to sustainable, cruelty-free solutions.



“Most of our followers who have connected with The Gentle Barn and have changed their lives towards a more sustainable lifestyle and have adopted a plant-based diet are now faced with a challenge of finding out how to purchase the best products available,” explains Founder of The Gentle Barn, Ellie Laks. “They’re looking for companies that mirror that higher standard, and the Gentle 12 program allows The Gentle Barn to connect our followers with amazing products and companies like GoodBelly who are doing the right thing in the world.”

“We are really excited to be partnering with The Gentle Barn. As a beloved animal sanctuary, one of our influencer partners recommended creating a video that would bring awareness to their good work while connecting us to their compassionate community,” said Virginia Williams, marketing representative for GoodBelly. “The Gentle Barn team has done an outstanding job of welcoming us to their family and connecting us to the community in a way that far exceeds what we ever expected from making a donation.”

To watch the video and learn more about The Gentle 12 program, please visit:  
<http://www.gentlebarn.org/gentle12/>.

Media Availability: Interviews with the Founders of The Gentle Barn, Jay Weiner and Ellie Laks can be arranged by request at: [TGBoutreach@gmail.com](mailto:TGBoutreach@gmail.com).

#### ABOUT NEXTFOODS | GOODBELLY

*GoodBelly Probiotic Drink is the union of sustainable food practices and science and the signature product of two natural food industry trailblazers, Steve Demos and Todd Beckman. In 2006, Steve and Todd, based in Boulder, Colorado, decided to build a company around natural ingredients with scientifically sustained health benefits combined with the goodness and responsibility of healthy, essential, organic foods. NextFoods, Inc. was born. Shortly thereafter, GoodBelly was introduced as the first probiotic drink in the US market containing Lactobacillus plantarum 299v or LP299V®. For more information visit: [www.goodbelly.com](http://www.goodbelly.com).*

#### ABOUT THE GENTLE BARN FOUNDATION | [www.gentlebarn.org](http://www.gentlebarn.org)

*The Gentle Barn Foundation is a national nonprofit organization, founded in 1999 as a safe haven and place of recovery for severely abused animals. The Gentle Barn offers their unique philosophy of rehabilitating animals and connecting their stories of survival and healing to the personal experiences of inner city, at-risk and special needs children who have suffered physical, mental or emotional trauma. By interacting with The Gentle Barn’s approximate one hundred and eighty animals and taking a hands-on role in their welfare, those who participate in the programs at The Gentle Barn learn empathy, trust and forgiveness. The Gentle Barn is run by Founder Ellie Laks and her husband and Co-founder Jay Weiner, both of whom were healed and supported by animals as children. The Gentle Barn’s mission is simple: “Teaching People Kindness and Compassion to Animals, Each Other and Our Planet.”*

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